

AUTOMATICALLY ESTABLISHING A TELEPHONE CONNECTION BETWEEN A SUBSCRIBER AND A PARTY MEETING ONE OR MORE CRITERIA

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ABSTRACT

10 A system and method for establishing a telephone connection between a
subscriber and a party identified on the basis of criteria specified by the
subscriber. A request is received from the subscriber for a telephone connection
15 with a general party, where the party is not identified by a telephone number. The
party may be described by a brand, a good or service or as a particular department
or group in an organization. The system selects a suitable party and, when the
subscriber is determined to be available for the call, the system establishes a
telephone connection with the party. The subscriber may be coupled to the
15 telephone connection or the party may be directed to contact the subscriber.